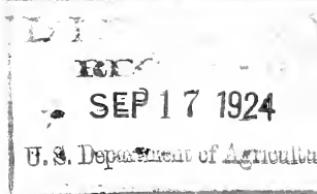


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SPRING OF 1924

Descriptive Circular and Prices

of

WANNAMAKER'S PEDIGREED CLEVELAND BIG BOLL COTTON SEED

Latest Improved Seed of Strain No. 5 Direct
From The Originators and Breeders



1923 PLANT-TO-ROW TEST. MAKING INDIVIDUAL SELECTIONS OF BEST PLANTS FROM BEST ROWS FOR 1924 PLANT-TO-ROW TEST. YIELD OF BEST ROW, 2,017 POUNDS OF SEED COTTON PER ACRE; POOREST ROW, 1,620 POUNDS SEED COTTON PER ACRE.

ADVICE FROM STATE AGRICULTURAL COLLEGES AND EXPERIMENT STATIONS

From Mississippi in the heart of the boll weevil section and the home of the old Cleveland variety of cotton:

MISSISSIPPI AGRICULTURAL EXPERIMENT STATION, A. & M. COLLEGE, MISS.

Director's Office.

December 15, 1922

T. B. Gilbert & Company,
Wisner, Louisiana.

Gentlemen:—

Replying to your letter of the 11th, the same having been referred to this office by the President of the College, beg to say that I know of no one in this section having seed of the Wannamaker Big Boll cotton that I could recommend as being absolutely pure. I believe it would be worth your while to buy a few bushels from the originator of this variety, Model Seed Farms, St. Matthews, South Carolina. Mr. Wannamaker, plant breeder there, developed this variety several years ago and it has always given good results throughout the South.

Yours very truly,

JRR—KSJ

(Signed) J. R. RICKS, Director.

From Georgia:

"The Cleveland is the best all-round boll boll variety that has been developed for Georgia conditions, and the Wannamaker strain is the earliest of which we have any knowledge.

"In regard to the use of seed that has been grown in Northern latitudes, it is our opinion that the locality in which seed has been produced has nothing to do with the germination or earliness of the same. The origin of this belief among farmers is due, I feel sure, to the fact that only early maturing varieties are grown in Northern latitudes, on account of the short seasons, and, therefore, such seed will be early wherever grown thereafter.

"Wannamaker-Cleveland seed may be purchased from the originators, W. W. Wannamaker & Sons, Model Seed Farm, St. Matthews, S. C.

"Very truly yours,

"C. A. McLendon, Expert in Cotton Breeding."
Experiment, Ga.

From South Carolina:

"NAMES BEST VARIETIES.

"Boll Weevil Resistant Cotton Is Tested."

"To help lessen the damage from the boll-weevil, now advancing so rapidly in South Carolina, the Extension Service of Clemson College has tested during the last three years about twenty of the best varieties of cotton with reference to early fruiting and early maturing. The experiments were conducted in Edgefield, Aiken, Barnwell, Hampton, Beaufort, and Charleston counties to determine the varieties best suited to beat the boll-weevil.

"From the results so far obtained and from observation as to fruiting and growth, says E. E. Hall, expert in cotton breeding, the short staple varieties to be recommended for South Carolina conditions are Cleveland, Cook, Dixie, Triumph and Dixie.

"On land free from wilt Cleveland Big Boll has given the best average results, and this is considered one of the best varieties for South Carolina, if land is entirely free of wilt.

"Cook ranks among the highest yielding varieties of the State, but is not as generally grown, because anthracnose or boll rot is worse in this variety than in any other."

NOTE: You will notice in above that Clemson College and the South Carolina Experiment Station do not mention "Wannamaker" (originator of the cotton) as do the Mississippi and Georgia Experiment Stations, in referring to our cotton. However, whatsoever the reason, the cotton referred to is "Wannamaker's" and has been for some time in point of definite improvements over and above the old variety, entitled to at least the name "Wannamaker" attached to it. Just remember, when you see a variety of cotton mentioned or advertised as Cleveland, that it is "Wannamaker's" or seed bought from Wannamaker one or more years ago.

From North Carolina:

"Model Seed Farm, Saint Matthews, S. C.

"Dear Sirs: Your Cleveland was tested with Cleveland from six other sources and we find it the most uniform variety of the group. We consider your variety of Cleveland the best strain of Cleveland which has been a part of our test for the past three years and are recommending it to growers in the eastern part of the State. We feel that you should be pleased with the showing that your variety has made, not only in North Carolina, but in all of the Southern States. We are sure, however, that it is due to your careful selection and handling of seed. We only wish that you were doing this work in North Carolina.

"R. Y. WINTERS,

"Plant Breeder and Agronomist, North Carolina Experiment Stations, West Raleigh, N. C." (From letters of 1916 and 1918.)

AS ORIGINATORS AND BREEDERS of Wannamaker's Pedigreed Cleveland Big Boll cotton seed since the year 1908 and **DISSEMINATORS** since the year 1912 we have yearly increased the cotton crop of the South by millions of pounds and added thousands of dollars increase profits to the pockets of the Southern farmers. Their many voluntary testimonials of satisfaction and increased yields for the past twelve years and the results and general recommendation of our cotton by the Southern Experiment Stations will testify to the above statements.

DESCRIPTION OF OUR IMPROVED STRAIN NO. 5: On account of annual plant-to-row and mass-selected breeding patches since the year 1908—very true to type; very prolific; very early; rapid and abundant bloomer; sets numerous squares early and in a short time and holds them under adverse weather conditions; large bolls, extremely disease-resistant, that open perfectly and are free from nappiness and very easy to pick; per cent of lint 38 to 42, according to land and condition of cotton when picked; quality of lint uniform and seven-eighths to one inch in length, according to seasons and strength of land, which fully meets the requirements of a short cotton.

OUR IMPROVED STRAIN NO. 5 was originated as an outstanding row in our plant-to-row test of 1915, and outyielded its successor, Strain No. 4, by 6.3 per cent in our strain test of 1916 and 1917. Since 1915 its earliness and productivity have been improved by careful mass-selections. In our plant-to-row test of 1918 and 1919 we failed to find anything to excel it in earliness and yield so continued its multiplication from careful mass-selected breeding patches.

Our 1920 plant-to-row test has yielded Strain No. 6, a much superior selection to Strain No. 5 but we have not multiplied sufficient seed of this Pedigreed Strain to offer yet on account of the severity of the boll weevil in this section during the years 1921 and 1922, and will not probably be able to offer this strain for planting until 1924 and 1925 multiplication in increase fields.

OUR 1923 CROP AND SEED: We had a very favorable season in this section for our 1923 crop, our yield being from three-fourths to one and one-half bales per acre over our entire farms. On account of a short rainy spell when



1923 ONE-HALF ACRE INCREASE BLOCK OF ONE OF OUR HIGHEST YIELDING AND MOST PROMISING STRAINS. MAKING INDIVIDUAL PAPER SACK SELECTIONS FOR 1924 BREEDING PATCHES.

the cotton was beginning to open in August the germination of seed is not so high as we have been able to obtain in some more perfect seasons, but they will run around 90 per cent germination, which is very good for cotton seed as all farmers know.

STRAIN AND VARIETY TEST 1923: We very often make a test of our cotton with other strains and other varieties of cotton to see where we stand in comparison with them. We tested our cotton in a fair test this year with Piedmont Cleveland Big Boll, an excellent strain, with the following results, basis of perfect stand:

Wannamaker's Pedigreed Cleveland Big Boll—2,478 lbs. seed cotton per acre;

Piedmont Pedigreed Cleveland Big Boll—2,313 lbs. seed cotton per acre,

a difference of 165 lbs. seed cotton in favor of our strain. The per cent of lint of test has not been determined yet but it is well known that our strain excels Piedmont in this respect. General clean pickings of our cotton have been running around 40 per cent this season. Saulsbury cotton, a cross of Wannamaker-Cleveland on Express 350 has been exciting a great deal of attention in this section and other sections. It is an excellent variety—could not help being, as Wannamaker-Cleveland was the mother plant—but our results in a carefully conducted test in rows repeated five times, basis of perfect stand were as follows:

Wannamaker's Pedigreed Cleveland Big Boll—1,744 lbs. seed cotton per acre.

Pedigreed Saulsbury—1,696 lbs. seed cotton per acre.

Ginnings for per cent of lint of variety test have not yet been completed but as an average of two ginnings of four and three bales of each variety from general crop under the same conditions the following percentages were obtained:



ANOTHER HIGH YIELDING 1923 INCREASE PATCH. PICKING SEPARATELY FOR PLANTING ON LARGER AREA IN 1924.

Wannamaker's—38.7 per cent lint,

Saulsbury—34.8 per cent lint.

(Note: Cotton of both varieties rather dirty and poddy)
Calculating from above seed cotton, 1744 and 1696, respectively, the yields are as follows:

Saulsbury—590 lbs. lint net per acre;

Wannamaker's—647 lbs. lint net per acre,

a difference in favor of Wannamaker's of 84 lbs. lint per acre. The average farmer on upland will not get any more for the extra length—about one-eighth to three-sixteenths inches—of the Saulsbury cotton, but will sell just as he does short cotton, and if he did get one cent more per pound, the extra 84 lbs. of Wan-

namaker's at 30 cents would be \$19.30 more valuable per acre. Acala cotton in same test yielded only 1384 lbs. seed cotton per acre; per cent of lint about 36. The point in above test is that our cotton excels not only in seed cotton per acre but in the much greater production of lint by 84 pounds per acre at 30 cents per pound, not including the extra expense of picking, handling and hauling a great quantity of a low linting variety to get a bale of cotton.

DON'T BE FOOLED TO CHANGE TO SOME NEW VARIETY. There is no cotton that will yield as much value per acre in the long run under boll-weevil or no boll-weevil conditions as our **LATEST IMPROVED GENUINE WAN-NAMAKER STRAIN DIRECT FROM THE MODEL SEED FARM.**

DO NOT BE FOOLED by some parties who imply that they are breeding and improving our cotton. Require of them their method of plant breeding, if any,



SECTION OF ONE OF OUR LARGE 1923 INCREASE FIELDS FOR MULTIPLICATION OF SEED.

and see if the breeding work is being done methodically from year to year by a competent and experienced plant breeder. It is very easy for one who meddles without any method with plants or one inexperienced to actually breed a variety worse instead of better than the original. To improve requires talent, study, experience and system.

PRICE OF SEED: Small lots, \$3.50 per bushel; 50 bushel lots, \$3.25; 100 bushel lots, \$3.00 per bushel F. O. B., St. Matthews, S. C. Write for prices on larger lots, stating quantity or number of bushels wanted.

All of our seed that are dirty, liny or poddy are recleaned and graded. Any party that wants seed, already in good condition, recleaned and graded, please add ten cents per bushel to above prices.

BUSINESS TERMS: Our prices are cash with order. On all orders placed for future shipment we require ten per cent cash with order, balance to be remitted before order is shipped. In case of large orders to customers who have estab-

lished their responsibility with us we will make shipment with sight-draft attached to bill of lading. Small shipments to a distance are always cheaper by Express or Parcel Post. Send sufficient amount to cover Parcel Post. Any over will be returned. Large shipments are always cheaper by freight. Be sure and place your order in time before we sell out; and so you will get seed in plenty of time before planting as freight is slow and apt to be delayed.

OUR RESPONSIBILITY: We take every care to see that our seed are sound and pure before shipping. However, we are not responsible in any way for germination of seed after they have been planted as there are many reasons other than soundness that cause poor germination, such as weather, condition of ground and manner, depth, and quantity of seed planted. It is poor economy to plant a small quantity of seed per acre. It is almost sure to result in a poor stand and poor yield especially under boll-weevil conditions. Plant plenty of seed with a sowing planter on a three and one-half foot row for average land and hoe out about eight to nine inches in drill, leaving two to three stalks per hill for best and earliest yield under boll-weevil conditions, especially, or any conditions. We make a practice of planting not less than one bushel per acre with a sowing planter of our best and most valuable strains for multiplication of seed in large increase fields.

YOUR RESPONSIBILITY: Examine seed carefully when they first arrive for germination and purity. If not satisfactory they may be returned within ten days after arrival at station at our expense and we will return entire purchase price. We will accept no responsibility for seed that have been in customer's hands for more than ten days as vitality may be damaged by exposure to moisture or to some other condition or material. Our seed are shipped in strong bags bearing our name and trade-mark for your and our protection.

A FEW WORDS ABOUT FIGHTING THE BOLL WEEVIL:

GOOD FARMING: Play safe. Plant only from six to ten acres in cotton and the balance of your farm in food and feed crops or some other money crops. Plant early, an early, rapid-fruiting, high-yielding big boll variety of cotton. Use in drill under cotton not less than 400 or more than 800 pounds of high grade fertilizer per acre containing at least one-half of its source of Ammonia from Sulphate



TAKEN SEPTEMBER 9TH.

PHOTOGRAPH OF A TYPICAL SMALL GROWING PLANT OF OUR LATEST IMPROVED STRAIN NO. 5 COTTON. PLANT ONLY THREE FEET HIGH, BEARING OVER FORTY WELL DEVELOPED OPEN BOLLS OF COTTON.

of Ammonia or Nitrate of Soda. After first chopping sow on top of cotton 50 to 75 lbs. of Nitrate of Soda per acre followed immediately by sowing of cotton. Plant cotton thickly in $3\frac{1}{2}$ foot rows, chop out eight inches in drill, leaving two to three stalks per hill. Cultivate thoroughly every seven to ten days, or as often as weather permits. Do not let crop suffer.

POISONING: We are not interested in selling any poison material or machines for applying poison. After three years experience with the expensive dusting method and use of liquid poisons applied with machines, we recommend the following simple mixture: One gallon water; one pound calcium arsenate poison; one gallon blackstrap molasses. Place water in vessel first and pour poison in water slowly, stirring continually. Then add molasses. Keep stirring. After first chopping or as soon as weevils appear on cotton apply a few drops of this mixture carefully with a mop on the end of a stick to the buds only of each hill of cotton. Apply every ten days thereafter if weevils continue to appear on cotton and stop when cotton commences to square freely which will be about the 20th of June to the 1st of July in this latitude. The idea is to kill the old wintered over weevils as they come out of winter quarters in May and June while they can feed only on the tender cotton buds and before they can hide themselves in the squares out of reach of the poison to lay eggs for future generations of weevils. Get these first weevils in your own fields and your crop with proper fertilization and cultivation will have a chance to make a good yield before the weevil begins to migrate to your fields from your neighbors' fields about the 1st to 15th of August. If all farmers in a community poison the migration period will be still further delayed and more cotton will be made by each and every farmer in that community. After migration starts we do not recommend the use of any poison. The amount required, expense of applying, and effect in killing the weevil when cotton is large will not yield a profit year in and year out. After applying molasses poison in June pick off and up very carefully through the month of July all infected squares and destroy. Good cotton will be made in a dry year, with good farming, without any poison. But we don't know when the dry weather is coming. The cheap molasses mixture correctly applied and picking up of squares will help you make more cotton in an averages season and will save you from complete failure in a wet season. If all farmers in the belt would destroy their cotton stalks two weeks before frost and use the above method of weevil control, there would be left very few weevils to multiply and eat up the cotton crop in July and August.



MODEL SEED FARM

W. W. WANNAMAKER, JR. T. M. WANNAMAKER, L. B. WANNAMAKER,
President and Plant Breeder Vice President Secretary & Treasurer.

ST. MATTHEWS, S. C.

By W. W. W., Jr.,
Plant Breeder.